The Save Packfilm Travelog

Save Packfilm Travelog No. 1

Mar 11, 2016

Join Doc on an Instant Adventure

SUPERSENSE founder Florian "Doc" Kaps saved the last Polaroid production plant in Enschede in 2008. Now, he is eager to find a solution to keep the legendary packfilm format alive, which Fujifilm announced to stop producing.

As a representative and spokesman of a passionate community, he will be traveling to Tokyo, Japan. There, he will have the honor of meeting a selection of high-ranking Fuji managers in order to present them plausible reasons and hopefully persuasive options how to keep this iconic format alive.

Doc is sharing his journey towards this flicker of hope with you - follow what may be the last realistic opportunity to save packfilm.

To support the campaign, sign the petition
at www.savepackfilm.net

Save Packfilm Travelog No. 2: From Vienna to Tokyo

Mar 11, 2016

JOIN DOC ON AN INSTANT ADVENTURE

Sitting here at the airport and looking at the plane that will soon take me to Tokyo, I take my very first picture of this journey. Slowly peeling it apart I can not help but getting sentimental and remember my last "pack film journey" a few years ago.

Back then, I visited the very last Polaroid packfilm factory based in Scotland. Together with Paul Telford I went there just a few days before they started dismantling it. Not knowing

anything about production I could not even try to take any action - all I was able to do back then was to take some photos:

Now, hopefully the outcome of this journey will be much more positive. But honestly, when I think about the days ahead, I do feel big respect, a little bit of fear and also a lot of pressure on my shoulders - even if I always try to convince everybody that IMPOSSIBLE is my best speciality...

I simply have to find a good way to win the trust of the Fuji management. Because this time we are talking about the very last machines for this wonderful instant film material, and if I fail this iconic beauty will be gone forever.

Please do keep your fingers crossed & thank you for all your support!

Doc

P.S.: If you haven't done yet, please sign the petition at www.savepackfilm.net

Save Packfilm Travelog No. 3: Arriving

Mar 12, 2016

JOIN DOC ON AN INSTANT JOURNEY

I arrived braindead after 11 hours on the plane. (Why do I always have to cry when watching movies above 10.000 meters?)

Traditionally first thing in Japan: a Sushi breakfast right at the airport in order to re-charge the batteries and to take a first deep breath of Japan.

Still more than 1 hour away from Tokyo. Boarding the bus, and after 50 minutes Tokyo finally appears on the horizon.

So - here I am!
Doc

Save Packfilm Travelog No. 4: Wonder Photo Shop & Mick Park

Mar 13, 2016

JOIN DOC ON AN INSTANT ADVENTURE

First thing today was visiting the FujiFilm Wonder Photo Shop near Harajuku. I wanted to get a better understanding of the current way Fuji celebrates its brand values to the public - especially targeting the new generation of young photographers. Would there be any packfilms available?

Even if I could not find any - most of the shop is clearly dedicated to digital - the visit was nevertheless great. Especially as I had the honor to meet photographer Mick Park there, whose photos are currently exhibited on the second

floor. Needless to say, they are much more better than the one I took of him - it's gotten unfortunately way too dark:

Since 15 years he is in close contact with the Fuji management, taking many of the most important photographs for their global ads and image campaigns. He really loved my old Polaroid 360 camera and I told him that I'm here for the very last chance to keep this unique material alive. Immediately he offered his help to connect me with some important Fuji opinion leaders who might be helpful. What a nice start into this day!

He totally agreed that packfilm is the very last connection to high value instant photography for all analog photographers who are looking for splendid, real quality - as the Instax formats (called "Cheki" in Japan) are mainly used by kids as a little fun toy.

Mick also told me, that his main job for Fuji is to inspire and teach Japanese people how to display their images in all kinds of ways that make the photos become real and alive. Obviously, this is not too common in private Japanese households. Listening to Mick it became clear to me how essential it will be to dive

deeper in the Japanese soul and to understand their feelings for analog instant photography better before I meet Fuji and hopefully find the right words.

Next stop on this research will be the big FujiFilm gallery in Tokyo midtown - and of course several sessions with my old friend and instant expert Jun.

More on that soon!
Doc

www.savepackfilm.net

Save Packfilm Travelog No. 5: A rainy day

Mar 14, 2016

JOIN DOC ON AN INSTANT ADVENTURE

Today it's raining cats and dogs with a nasty cold wind blowing. Luckily, I found a wonderful pink umbrella in my small room, and so I arrived at the meeting with my old friend Jun not totally soaked.

Over a warm bowl of rice and chicken, Jun carefully tried to explain me all the delicate aspects of meeting with Fujifilm. Currently, the final specifications on date and time are still making circles that can hardly be understood by a European mind like mine.

To me, it seems like communications here always have to be accompanied by long discussions - even when the target is pretty clear and already agreed on. At least, that's my impression after many cab rides with Jun, where amazingly long discussions about the route were followed by amazingly short rides.

These "Lost in Translation" experiences made me feel a bit shaky on my Saving Packfilm journey - as I myself was not even totally sure of the exact route or the final target, how would it be possible to have real effective discussions with Fujifilm? Thanks to my experienced "translator" and motivator Jun, and also warmed up by delicious green tea, I soon felt better and in my brain the final strategy slowly started to evolve and get a shape.

When I left the cafe, it was already late, and when I finally arrived at the Fuji Film Square in Midtown, the heavy rain had already started mixing with darkness.

Off to bed for today,

Doc

Save Packfilm Travelog No. 6: A sunny day

Mar 15, 2016

JOIN DOC ON AN INSTANT ADVENTURE

SUN! Finally. Stood up early this morning and with a happy smile on my face I loaded the first pack of COLOR into my 360. Why haven't I used this lovely camera for so long? Totally focusing on the integral system and just traveling with my SX-70 the last years, this incredible camera will from now on definitely be back in my travel case. Especially now, as we are only a few moments away from defining the new bright shining future for this format! Incredible how some rays of sun can recharge your energies! YES, we can.

After a short walk over to Jun's office, I'm in perfect shape to start working on a simply irresistible presentation which not even the Fuji management will be able to resist. On the couch I once more go through all the notes that I have written down the last days:

Between the pages I find two more pictures that I took yesterday evening at the impressive Fuji Film Square, home of not just a gallery but also a museum of Fuji's bright history. The first picture shows my favorite part of the museum, where basically my two all time Fuji favorites are next to each other:

The wonderful, highly professional packfilm camera Fuji built in 1987: The outstanding FP-1. The simply perfect modern version of my new best friend, the Polaroid 360. And below these the legendary Single 8 system, Fuji's answwer to Kodaks Super8 format. Of course traditionally much better, more reliebale and smarter than Super8. Unfortunately also history.

So let's switch over to the present and let's dive into the analog Fuji cameras still available. Unfortunately all of them basically fit in one picture:

The small Instax system with different cameras and a photo printer. The legendary bulky Instax wide camera, new in design since last year, AND: The absolutely wonderful GF670, a nothing but breathtaking medium format camera of basically no other kind. THIS is exactly how analog photography has to be celebrated in today's digital world. A company that invests so much money, energy and thinking into the development of such a prestige camera, simply must have a precise understanding of the essential values of analog!!!!!

Did I write about doubts and fears the past days??? Forget about it! The days of companies still cutting their essential analog strings MUST simply be over.

Yes,

Doc

Save Packfilm Travelog No. 7: Countdown

Mar 16, 2016

JOIN DOC ON AN INSTANT ADVENTURE

Could not sleep and stood up early. Put on my best suit and even my "bring me luck - Paul Smith - socks", the only piece of prestige designer fashion I was ever able to afford.

Last night, Jun and I had once more discussed the possible best strategies over a bottle of good Austrian natural wine and a wild selection of Omakase Take Away Sushi. As I wanted to carefully integrate these new finetunings into the final presentation before printing it and heading off for the meeting, I walked over to the office early in the morning to quietly prepare for the important day.

At 11am, Jun picked me up together with Masa, his famous accountant, who also runs a small record label and who was kind enough to travel with me as a translator and guide.

Osaka! So finally this was the location for the last hope/business meeting with the Fujifilm management. To be reached with this incredible high speed train called Shinkansen.

The moment our train arrived I had to think about this action packed scene in the last Wolferine movie. Hopefully the meeting with Fuji will be less brutal!

150 minutes to go. Step by step I slowly introduced Masa to my presentation, so that he really inhales all the key points.

How should I possibly convince people without having even the slightest knowledge of their language??? Traveling with top speed direction Osaka, 60 minutes left,....…

Doc

Save Packfilm Travelog No. 8: No! But Yes!

Mar 17, 2016

JOIN DOC ON AN INSTANT ADVENTURE

Dear all,

please forgive the long silence, but the last hours have not been very easy for me.

Allow me to start this update with the 2 worst pictures I so far managed to squeeze out of this wonderful camera. These images are my 2 desperate attempts to at least create some real and tangible outcome of my meeting in Osaka yesterday.

The gentleman to the left is the wonderful high rank Fuji manager Mr. Sadahiro Fujibayashi, and on the right, you can hopefully see Mr. Shinichi Sano, from On and On, one of the most powerful instant photography distributors in Japan.

Well, please do not ask me in detail what exactly happened in this meeting, as most of the time the language switched to Japanese and most of the translated phrases sounded like "this most likely might maybe not even eventually be slightly possible" (which is at least much better than the clear statement I heard back then from Polaroid "This is impossible").

But to be as serious as I possibly can, my dear analog ladies and gentlemen:

NO! None of my 3 detailed proposals immediately created a promising reaction.

BUT YES! I have at least been promised that my proposals and my detailed presentation as well as this WONDERFUL and impressive

list of signatures (which I printed out) will be passed on to the next level in Tokyo and that MAYBE I will receive feedback.

At least, that's better than nothing and I would not have expected a straight and simple YES even in my most positive dreams. BUT, to be completely honest, I'm frustrated right now as Jun and I have been waiting the whole day for the confirmation that my meeting at the Tokyo Office will be called on again (after being put on hold beginning of the week). By now the hope to have a chance to explain my proposals in front of the next level of FUJI management has gone.

Still, according to some super supportive FUJI insiders that I had the pleasure to meet here and also due to some Japanese press contacts, this must not be a final dead end street.

And honestly it feels like this was just the beginning and the warm up to be built around one big hope that these machines are still not destroyed. Even if I'm disappointed and tired right now, I do feel like we still have a chance and that this first attempt was not a complete failure but an important first step on a long journey that now turns out to be as difficult as we all have been afraid it would be.

I'm flying back home with a lot more insight of the more than delicate situation, with a deep freshly discovered love for packfilm and still an indestructible hope for the essential importance of keeping iconic creative materials like this one alive and even pass it on to our children.

If you could find the time and energy to stay with me, even if I could not yet really deliver any good results, I would be more than honored as only united we finally will make this happen.

Yours truly,
Doc

Save Packfilm Travelog No. 9: GRANDE AIRPORT SUMMARY

Mar 19, 2016

GRANDE AIRPORT SUMMARY

On March 18th I found myself again at the same Sushi Bar as exactly 6 days ago. There I had some time to summarize the developments of my savepackfilm efforts over some last Chirashi Sushi before Europe and an early morning beer.

The biggest challenge of this adventure is the astonishing fact of how “light tight” this giant black box called FujiFilm really is. Nobody seems to know anything, so it's incredibly hard to develop a better understanding of how to push the right buttons and offer useful proposals. Maybe this is caused by the fact that I don't have any personal contacts and don't share any history with Fujifilm, but honestly I think this is only a small part of the problem.

FujiFilm seems to be really famous for its very restrictive information policy. Inside but also outside of Japan. We would urgently need an “André Bosman” NOW!!! Sitting on a bench in Enschede with André back in 2008 and listening to all the details of how to keep this factory alive had been the big turning point for saving the last Polaroid factory.

“Dear Mrs or Mr. Fuji Packfilm insider! As you have produced this wonderful material for so many years, please please call me, so we all can understand better how to keep this wonderful and iconic film material alive!”

Because this time, I don't even have the slightest idea where these last packfilm machines are standing!! How many are still available? Are they still producing? When has the management scheduled their demolition? It just feels like fighting against a ghost, which for sure is one of Fuji`s main intentions.

The second biggest problem is obviously the massively decreasing demand for this material. I had to discover that the percentage of packfilm consumption by photographers in whole Asia is most likely a small one digit number, and that only the passport and ID picture business (mainly in the lower developed regions) had kept this format alive for the past years. Even if the situation might be slightly different in Europe and North America, FujiFilm management simply has to have hard times to see any future for this material, without any chance to really see the essential difference between their Instax Wide material that produces images of exactly the same size, with just a little different border.

Fighting this “lack of analog vision” does not feel like the right strategy, so I basically only see 2 realistic directions to proceed:

1. Offering a long term purchase agreement with a defined minimum order quantity, that turns this product back into a profitable item for FujiFilm.

2. If this agreement can't be reached (and so far I have not even received any information of the actual average yearly sales for this product. My best guess would be around 250.000 packs per year globally) I really begged them literally on my knees to give us – the wild gang of crazy people all over the world who do not just believe but also did act – the chance to keep this format alive by selling us the key machines which – as always - are the essential foundation to all future production plans. At least ONE assembly machine and MAYBE PLEASE some of the molds for the cartridge. Not to mention some left over materials for rails, paper, pod-materials,…

The most positive outcome of this journey so far is the fact that there have been 2 official proposals of how to keep this material alive and an impressive amount of signatures personally handed over to the Fuji management. Hopefully they can NOW no longer continue like there is no interest or chance for this material any longer.

With the growing group of supporters in Japan (another positive outcome from this trip) I agreed to wait one week for the Fuji management to come up with a reaction to my proposals before taking next steps. But based on the super slow progress so far, I plan to already prepare for these steps with the team as well as start discussing possible next moves and some new ideas with our brothers in arms: IMPOSSIBLE, NEW55, FERRANIA, but also some other so far not actively involved gentlemen.

As always, I will of course keep you closely in the loop,

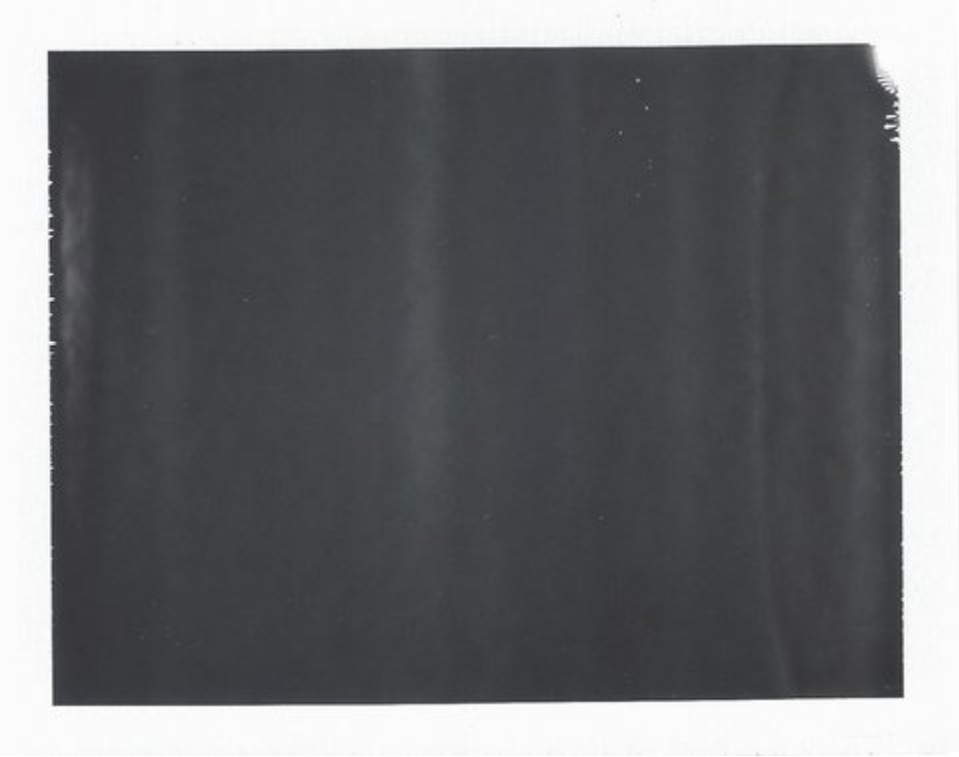
Doc

P.S.: Just seconds before boarding my plane back home, I got another savepackfilm energy boost from these 2 kids. They simply could not believe their eyes as I took (and handed over) the picture I took of them. Once again it felt so very good to experience how powerful the magic of this i1947-invention still is in a world where visual entertainment is defined by the iPad.

Save Packfilm Travelog No. 10: INSTANT MIRACLE

Mar 21, 2016

JOIN DOC ON AN INSTANT ADVENTURE



My first blog entry without an instant picture. Because not even instant pictures - as magic as they are- can really catch miracles.

And today, ladies and gentlemen, I had the pleasure to inhale an incredible miracle as a famous and more than successful technology entrepreneur and internet pioneer from California offered his powerful support for this mission.

Please allow me to not yet disclose all the details but please trust me when I say that after all the hard days of the last week with very little progress, today finally feels like the

turning point and all my batteries are fully recharged for the next steps.

YES!!!!!!!!!!!!

Doc

Save Packfilm Travelog No. 11: Home is not the final destination

Mar 23, 2016

JOIN DOC ON AN INSTANT ADVENTURE

Back at the SUPERSENSE Palace I finally find the time to carefully digest all your mind-blowing comments, my dear analog sisters and brothers in arms.

I am truly and honestly moved by your incredible support and by the warm energy of all your comments - and I only can whisper THANK YOU from the bottom of my analog heart. This is my very

first attempt of writing something like a diary or travelog and honestly ,I am really blown away of how good this feels. Slowly I discover how much we really did accomplish together. Please forgive me that I can not write back to all of you, but you have my word that all of you will be invited to the big party as soon as we have done it!!

Together with my team here I just discussed changing the name travelog to something else, as I am now back home. But with your ok, I would love to continue writing this as a travelog, as I always have seen this journey as a long and wild trip with one clearly defined final destination: THE RESCUE OF PACKFILM.

So, for me this travelog has to go on until we have proudly reached this final destination. Please prepare serious lunch boxes, rain coats and warm underwear, this travelog will for sure go on.

Yours,
Doc

SAVE PACKFILM TRAVELOG NO. 12: GOOD REASONS IN EVERYTHING

Mar 25, 2016

JOIN DOC ON AN INSTANT ADVENTURE

After some days back in Europe I'm still slowly digesting all the intense impressions from my trip to Japan. Surprisingly, most of it really feels positive now, after some good sleep and with some distance. Please allow me to share one of the main reasons for that and introduce you to my magic Japanese psychotherapist.

Even if I just had the pleasure to enjoy one single, 15-minute long treatment from this gentleman at 7am the day after my Osaka meeting, he restored my faith and positive energy in a more than delightful way.

And, NO! I'm not going to just talk again about Sushi and the best Omakase-treatment I ever had. I'm talking about a very short but very touching conversation: “There is sense in everything”, he slowly said to me as I asked him how he feels about the unbelievable fact that the Japanese government finally had decided to move the magic fish market Tskiji to a new location.

Since my first visit here, back in 2000 with Matthias, back then still "my" world president of Lomography, I deeply loved this unique place and especially these tiny old Sushi bars which do not only serve the freshest Sushi but also have a very special traditional charm, that is so hard to find in Tokyo with more and more old houses disappearing.

But back to my “physiotherapist”, who is working in one of the most famous little sushi bars, a tiny little treasure island dedicated to the celebration of taste. From 5am onwards people are lining up to get one of the maybe 30 seats and everything is simply perfect in all detail. Such a place simply can not be

invented but has to grow slowly and carefully over years, maybe decades.

And now, this person really seems to be in total peace to let go and even look forward to take the next step and move on from here. Basically starting all over again with a smile on his face. I was deeply impressed.

But what does this mean for me and my current project and our fight for packfilm? Are we all just too weak and narrow minded to let this material go? Honestly! How often did we use our packfilm cameras in the last years? Did not we ourselves cause all this trouble by letting this material down for much too long? Should we not simply accept that packfilm has to go and it is time to move on to digital or concentrating on the analog materials still around, so they will never get in danger too?

NO! This is of course not what this is all about. The Sushi chef wanted to teach me one very important lesson: If you really love what you are doing, and you do it because of honest

passion and all your belief and trust in it, it will not matter where you are doing it, how wild the winds will be blowing and how big the obstacles will seem to be.

And YES, just as this gentleman believes in the essence of his art creating Sushi, I do believe in the essence of analog instant film in all its versions. I 139% believe that this material is the future of analog photography and it simply is our responsibility to keep this creative invention alive.
So, yes, lesson learned. There is a very good reason in Fuji`s decision to stop packfilm. This painful and shocking news simply kicked our asses in order to stand up, come together and fight for it.

Now, let us find a new places and new ways for this material with all our energy and open-minded. Even if we have to move it to new places and start searching for new customers and building new markets and cameras. We can do it.

Doc

SAVE PACKFILM TRAVELOG NO. 13: The Packfilm Family

Mar 26, 2016

JOIN DOC ON AN INSTANT ADVENTURE

When preparing for my meeting with the FujiFilm management, I spent some time to research the history of instant film, discovering another beautiful and very special aspect of packfilm that I want to share with you.

As you all know, “peel apart film” was the first instant film developed by Edwin Land. It was first introduced in 1947 and finally brought to the market in 1948. The first systems used this concept in a format called roll film, but soon the first packfilm formats were introduced by Polaroid and defined the glory of this company until 1972. Back then, Land introduced the SX-70 integral film system, today produced by

IMPOSSIBLE.

Due to the worldwide success of instant photography, several other large companies stared to develop their instant systems too. And Kodak, formerly a close partner with Polaroid, was the first to enter the market with their own instant film system.

We all know what happened: the big fight between Polaroid and Kodak (ending with a gigantic payment from Kodak to Polaroid of more than 900 millions after 10 years in court) threatened all the other companies. Some of them decided to stop their projects (like Agfa), but FujiFilm decided to sit down on a table with Polaroid. (SO YES!!! Sometimes they do obviously start negotiating with foreign companies!!)

Back then, these gentlemen settled an agreement for sharing expertise in all kind of fields and peacefully produced analog instant film side by side on different parts in the world. FujiFilm introduced their (almost too) perfect Instax integral system, and as the patents for Polaroid`s old packfilm system already had expired, they also started their amazing versions of the legendary Polaroid packfilms.

So these 2 film packs on my picture above are basically brother and sister, and it is definitely time to introduce the new generation of this wonderful peaceful packfilm family, don`t you agree? And exactly as demonstrated by FUJI and Polaroid back then, I very much do believe that we will be able to find a perfect solution to do so.

Doc

P.S.: Please have a look at this super rare “Give it a shot” edition of the Polaroid pack film, where Polaroid obviously tried to impress their customers by combining a pack of film with a small bottle of whiskey. Something our new film will for sure not need in order to rock!

SAVE PACKFILM TRAVELOG NO. 14:
Impossible Projects

Mar 29, 2016

JOIN DOC ON AN INSTANT ADVENTURE

When being stuck in the middle of some impossible projects, almost nothing feels better than the experience that there are many other crazy people out there, also fighting for their visions, no matter how small their chances to succeed are. In this respect, please allow me to introduce you to Mr. Jens Meurer.

I first met him about 3 years ago at a small Italian restaurant in Berlin. As I knew that he was an experienced and quite successful filmmaker and producer, I did my very best to get him excited about the Impossible adventure to keep Polaroid film alive. We ended up diving deep into discussions about the wonderful re-discovery of everything analog in our digital world.

To my delight, Jens called me just a few days later to inform me about his decision to start working on a documentary on this thrilling topic. It really felt like Jens is the perfect man to take on this challenge, and without a big surprise he decided to really shoot this film completely analog and even on 35mm!!!! Yes!!!

Little did I know that this of course adds an incredible amount of required cash. But Jens managed to source the starter cash

and soon he started to show up on important locations all over the world with his small but dedicated film team.
Basically every week turned out to be a fight for more budget in order to secure the next sequence, but Jens and his team never showed any doubt for their mission.

Well, today we had the pleasure to welcome Jens and his team at SUPERSENSE, and of course I also had to share the details of our new impossible project to save the iconic packfilm. It was a fantastic feeling to summarize the journey so far in front of a wonderful 35mm camera. Now, ladies and gentlemen, our impossible packfilm project is documented on maybe the most durable archival film material of mankind and finally an inseparable part of history.

“What will be the outcome of this crazy project?” Jens asked me at the end of our interview. “Of course we will save it!” I replied with a smile on my face, “Your documentary for sure deserves a happy end!!”

Doc

SAVE PACKFILM TRAVELOG NO. 15: The Letter

Apr 01, 2016

JOIN DOC ON AN INSTANT ADVENTURE

Dear all of you who are so patiently waiting for packfilm news and updates,

even if we are still waiting for some precise feedback to all our questions as well as proposals discussed with the Fuji management over the last weeks, I nevertheless can inform you about some new glimpses of hope at our analog horizon.

Well, maybe you remember that I told you about the miracle of some incredible powerful support that heaven sent me about a

week ago. I'm still not in the position to mention any name, but this gentleman developed an amazing letter, framing his outstanding support for our project in polite and very precise words. At the end of last week, this letter was translated into Japanese and sent directly to the office of Mr. Shigetaka Komori, the powerful and wise FUJIFILM CEO.

Already on Tuesday I received the information from my network in Japan that this letter was well received and that Mr. Komori will "officially send the reply back to you and your supporter".

So, please let us cross all our fingers that this reply might hopefully really be the beginning of the new future of pack film, like we all see it very clearly in our dreams.
Still, this unfortunately seems to be the only really important thing we can do at the very moment, as we want to give Fujifilm at least one week to develop this official reply without taking any further action for now.

As always I will keep you closely in the loop.

Doc

Save Packfilm Travelog No. 16: Who are We?

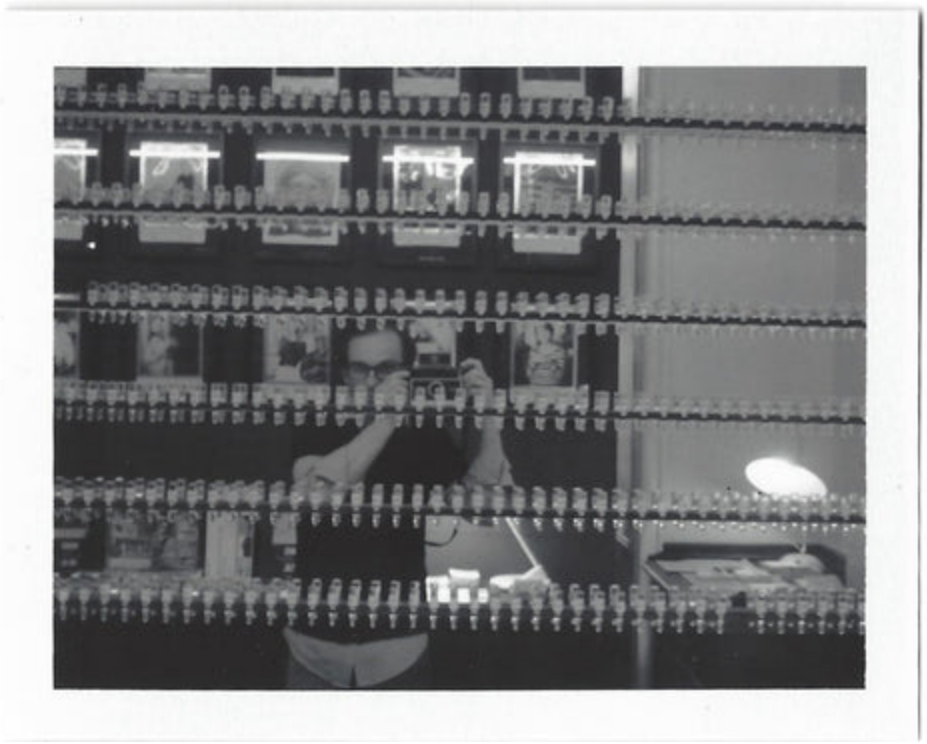
Apr 05, 2016

JOIN DOC ON AN INSTANT ADVENTURE

Dear packfilm fans with your fingers crossed,

somehow it does not feel right to really just sit and wait, even if I myself just told you that there is nothing else we should or could do for the moment.

Basically on a daily basis I receive splendid suggestions on what to do, and carefully thinking about all of them one (recurring) proposal might be a really clever one. Therefore I would love to change my mind and kindly invite you to uncross your fingers for some minutes in order to shoot some self portraits on your last remaining packfilm resources.



I think this would not be wasted material as I really think it would add a lot of energy to our mission to also add our faces to our signatures. I am very sure that the FUJI management would be very surprised to look into our faces and find out that we are NOT just a crowd of 60+ year old people, still running a dusty passport picture machine in the back of their shop.

So please let us collect as many packfilm selfies as possible in order to add even more weight to our mission. No matter if you prefer to really shot yourself with an acrobatic exercise or prefer a classic mirror shot. I tried both versions and really had a good time, feeling much better than just sitting there re-freshing my inbox every 10 minutes and praying to the analog lord that FUJI soon will send us a positive feedback.

NOW, please share your packfilm self portrait on Instagram, Twitter or Flickr with the #wesavepackfilm hashtag. Very much looking forward to seeing all your faces soon!

Sincerely,
Doc

Save Packfilm Travelog No. 17: The Reply from FUJI

Apr 12, 2016

JOIN DOC ON AN INSTANT ADVENTURE

Dear analog friends,

first of all I'd very much like to thank you for sharing all your #wesavepackfilm self portraits – it's so nice to see you and to get faces to the feeling of so many people standing behind this campaign!

I arrived in Hamburg yesterday for some additional analog adventures, and I wanted to take the opportunity to finally provide some valuable updates regarding our conversation with the FUJI management.

Starting with the good news: we finally managed to connect with a high rank person at the Fuji headquarters, obviously involved in the decision making of packfilm production. We received a very polite and kind reply to our letter, informing us that the FUJI management tried its very best to keep FP 100C alive as long as possible, and that they are now finally forced to end the production by "circumstances beyond their control". This of course are very bad news for our hope to keep this magic material we all love so much alive.

BUT only a few lines later the Fuji manager lets us know that "while we cannot continue to manufacture and market the FP-100C, we will continue to support the photographic industry."

To be honest, these lines really gave me new hope that still a happy ending is not completely out of reach!

Over the weekend we carefully developed a reply letter to FUJI, thanking them for their long fight of keeping FP-100C alive until today and proposing several new approaches to develop and produce a NEW generation/kind of Type 100 packfilm. As in our understanding it does not have to be the brilliantly colorful iconic FP-100C to define and write the next chapters of peel apart instant film. Luckily, we most probably have several other options to launch a splendid comeback of analog peel apart film with new materials, if FUJI supports us with their machinery and experience.

At the moment we have this letter translated into Japanese and will send it back to our high rank contact later today.

So please keep your fingers crossed, even if I really can imagine that they must be hurting by now.

We can do it.

Best regards,

Doc

Save Packfilm Travelog No. 18: Up. And Down.

Apr 21, 2016

JOIN DOC ON AN INSTANT ADVENTURE

Dear all,

what a day! Starting incredibly promising, with beautiful sunshine and an early morning coffee at the beautiful house of my friend Heinz Lichtenegger. He is the founder, mastermind and CEO of Pro-Ject and godfather of the world's most beautiful turntables.

Followed by an entertaining, 2-hours drive through maybe the

most beautiful parts of Austria and discussing all kinds of analog topics, whilst heading towards the Pro-Ject factory in the Czech Republic.

And there it was: another factory that has been only a few days away from being closed forever, saved by Heinz at the very last minute and now filled with almost 400 workers, producing more than 12.000 splendid turntables every month. Currently they are even building a new facility as the backorders are piling up like crazy!

These are the best places to recharge hope for our slow and exhausting fight for packfilm!! With a smile I sat in the sun in the early afternoon, enjoying a small local beer and fully motivated for the next steps with FUJI.

But than this message popped up at my mobile:

FUJI officially responded to the latest letter and our 3 detailed proposals of how to keep packfilm alive, even without the availability of the ingredients needed to continue the production of the legendary FP-100C.

I really had to read the short reply over and over again, as I simply could not believe what I was reading at first sight!!!!

"... we cannot now change our decision. Thus, we respectfully decline your proposals. "

This simply can not be true?! All my positive energy was gone within a second. Can it get any worse????????? Pffffffff. Unbelievable.

Ok. My dear gentlemen FUJI management, I really think this is enough of the phase no. 1 and the polite exchange of letters. I honestly think it is now the time for entering phase 2 and inform the world about this unbelievable attitude of Fuji, which in my understanding is against basically all the brand values they are so eager to celebrate.

They simply seem to not to be interested at all in the fact that millions of cameras are becoming obsolete and that they're killing a legendary invention forever. Not even interested to talk about any of our proposals!!!! Not at all interested to even look more closely at our realistic solutions, as technically speaking there are several options available right now and we are even ready and able to cover all the costs!!!

This is simply breathtaking and against all logic thought, and I will for sure not rest until every single photographer in the world has learned about this cruel decision of the FUJI management.

Already on my way back to Vienna, I drafted the first version of a global press release to reveal the brutal truth to the world. At the beginning of the next week, I will send this to my global press network. If you my dear friends, have dried your tears of anger, please also start thinking about the best and most

efficient ways to spread this press release that of course I also will publish here at my travelog as for me the journey has to go on!!!!!!!!!!!!!

Onwards,

Doc

Save Packfilm Travelog No. 19: The Analog Product Institute (API)

Apr 29, 2016

JOIN DOC ON AN INSTANT ADVENTURE

Dear all,

so far I trashed about 234 versions of the "most powerful press release against Fujifilm ever written". Because, honestly, as days go by and my anger about the final NO from Fuji slowly calms down, I more and more change my mind. After all these weeks of fighting for the packfilm format so hard, and after so many hours spent trying to find a way to cooperate with Fujifilm, we maybe just have to accept the fact that Fuji simply can not re-think their decision. Basically, it does not even

really matter to again and again ask for the reasons.

And instead of spending more energy on blaming and blackmailing Fuji, we finally decided NOT to develop a press release that questions the Fuji management, but to instead start working on a global press release that proudly presents our PLAN B.

Plan B with B for even BETTER! Just as the global, super successful SLOW FOOD movement was started after a fight against the opening of the first McDonalds fast food restaurant in the heart of Rome, we decided to use the momentum created by the serious threat for packfilm to proudly establish a global ANALOG PRODUCT INSTITUTE (API) with one first main target: to carefully evaluate possible new approaches for developing a NEW generation of analog instant packfilm. Establishing a rich network of new suppliers, manufacturers and financiers from all over the world.

Our vision is to start building a rock solid structure where we can collect and bundle all this amazing positive energy that we have had the pleasure to experience during the last weeks. The API will hopefully soon put us in the position that no more iconic analog products and technologies can simply disappear from this world forever.

Please stay tuned for exciting updates within the very next days, as we are working day and night to make this happen asap and we for sure will need your help to rock.

Sincerely excited and finally full of super positive energy again,
Yours,
Doc

SAVE PACKFILM TRAVELOG NO. 20: BACK (FROM THE USA)

Jun 25, 2016

JOIN DOC ON AN INSTANT ADVENTURE

Dear Ladies and Gentlemen Analog,

I once again have to apologize for the long silence. The last weeks have been very busy as I dedicated all my time and energy to define the very best strategy for our Analog Product Institute and to search for the perfect partners to right away rocket start our most important first project: The Peel Apart Plan B.

This search also brought me to the USA and I am delighted to say that a wild coast to coast trip - with many flights, many motels and many hours in the car - had an incredible outcome that

really healed all my wounds from back in Japan.

My dear friends, believers and supporters: Our Plan B develops much more promising than I ever dared to dream of! I am still in the process of nailing down all the details but very soon I will be in the fortunate position to proudly present you an absolute dream team. That in my understanding has a more than realistic chance to develop and define the future of next generation peel apart instant film products that we all love so much. A team with breathtaking expertise, extensive resources, magic capabilities and most importantly the steely will to make this happen together!!!

So please enjoy your weekend with a happy smile and once again with honest hope in your heart. Like I will, as it finally feels like we are now really on the right rack and positive energies start flowing.

Yours truly,
Doc

SAVE PACKFILM TRAVELOG NO. 21: SAVE IT LIKE A POLAROID PICTURE

Sep 13, 2016

Dear Ladies and Gentlemen Analog,

almost 3 months went by since my last post, and hopefully there are still some of you left that have not lost the trust in the lazy doc and his crazy dream to save packfilm.

Because today finally is the day that I can inform the world with a big analog smile on my face that we really have the incredible opportunity to SAVE IT LIKE A POLAROID PICTURE!!!

The reason for my optimism are mainly based on the incredible team that I managed to bring together over the last weeks and I personally want to now introduce the 2 key players:

My friend and true analog maverick **Mr. Bob Crowley**, one of the very few people that made something possible that even for myself was truly impossible: by re-inventing and professionally producing the maybe most magic instant film of all time: the New55 PN, 4x5 inch black&white, positive-negative film.

Visiting his incredible instant film manufactory in Ashland changed my life and this very last place still producing peel apart instant materials is more than essential as the new home and development laboratory for this adventure.

We just finished a microsite dedicated to Bob and his team that I heartily invite you to visit in order to learn more about this wonderful people and their visions and their products.

But there is another person without whom I would not be able to write these lines. Allow me to introduce **Mr. David Bohnett**, who became my friend and powerful supporter in this adventure over the last exhausting and now productive months after contacting me in this travelog upon my devastating visit to Japan.

David sold his pioneering social network site, GeoCities.com to Yahoo ! in 1994 and has been an investor in dozens of technology start-ups since then. That he now also actively supports this project as a true believer in the importance of preserving analog photography, truly adds incredible value and impact to our mission to evolve a new modern future of the iconic analog peel apart.

I hope you agree that together with this 2 gentlemen we have gathered the very best team to start and spearhead this challenging adventure.

But of course we will need all of you to finally succeed and make this happen. So this is not only my invitation to celebrate this wonderful news today but also to stay tuned as we are currently preparing a Kickstarter campaign as the first important step in this mission. Please already sign up here to always receive the latest updates.

Yours truly excited,

doc

Polaroid® is a trademark of PLR IP Holdings, LLC.
Supersense and New55 are not affiliated with PLR IP Holdings, LLC.

SAVE PACKFILM TRAVELOG NO. 22: ANALOG EMERGENCY CALL

Nov 15, 2016

"Don't undertake a project unless it is manifestly important and nearly impossible."

This powerful quote from Edwin H. Land has been our all analog credo from that magic day back in 2008 when we had the chance to rescue the Polaroid factory the very last second.

Today, exactly 8 years later, I urgently have to inform you that once again it is NOW in our hands to save something manifestly important and nearly impossible the very last second. This time it is not about the factory of a big shortsighted company. This time it is all about small and incredibly dedicated team of analog visionaries: the team from Bob Crowley and his New55

heroes.

I personally have desperately searched the world to find somebody who has a realistic chance to restart the production of our beloved Type 100 packfilm.

BOB CROWLEY IS A PURE GENIUS and what he already has accomplished for me is the 1000 % proof that he is the one to invent and develop a new way to produce a new generation instant peel apart film ACROSS ALL FORMATS.

But there is not only Bob`s creative power that males me belief in this adventure. My trust is also based on the support of IMPOSSIBLE and these unbleievable first peel apart film COLOR samples Bob and myself had the pleasure to preview at our last visit in the IMPOSSIBLE factory laboratory in Enschede.

The future of packfilm meeting with the instant film legends: Oskar Smolokowski, Bob Crowley, Steve Herchen and myself (from left to right)

SO PLEASE LADIES AND GENTLEMEN, forgive me that I write this mail to you and each and every email address I have collected since 2008 in order to create the largest analog emergency call of all times.

BECAUSE THIS IS AN ANALOG EMERGENCY

SO PLEASE LADIES AND GENTLEMEN, forgive me that I write this mail to you and each and every email address I have collected since 2008 in order to create the largest analog emergency call of all times.

BECAUSE THIS IS AN ANALOG EMERGENCY

We have to support BOB and his team NOW, and secure the future of packfilm , ESPECIALLY THE FUTURE of Type 100 PACKFILM with our support of their recent Kickstarter. The future of this amazing material in in their hands and they really deserve all our trust and our support.

I personally will not only give you my word that I will do my very best to support this team with all my heart but I ALSO WILL PERSONALLY TRANSFER YOUR VERY PERSONAL FAVORITE PICTURE SENT TO MY E-MAIL INTO A LOVELY B/W 4x5 inch exposure with the brand new instant lab that Henny Waanders built for me. This I will do for each and everybody who pledges at least 75 USD NOW and therewith helps making the campaign succeed.

Believe in the Impossible,

Florian 'Doc' Kaps